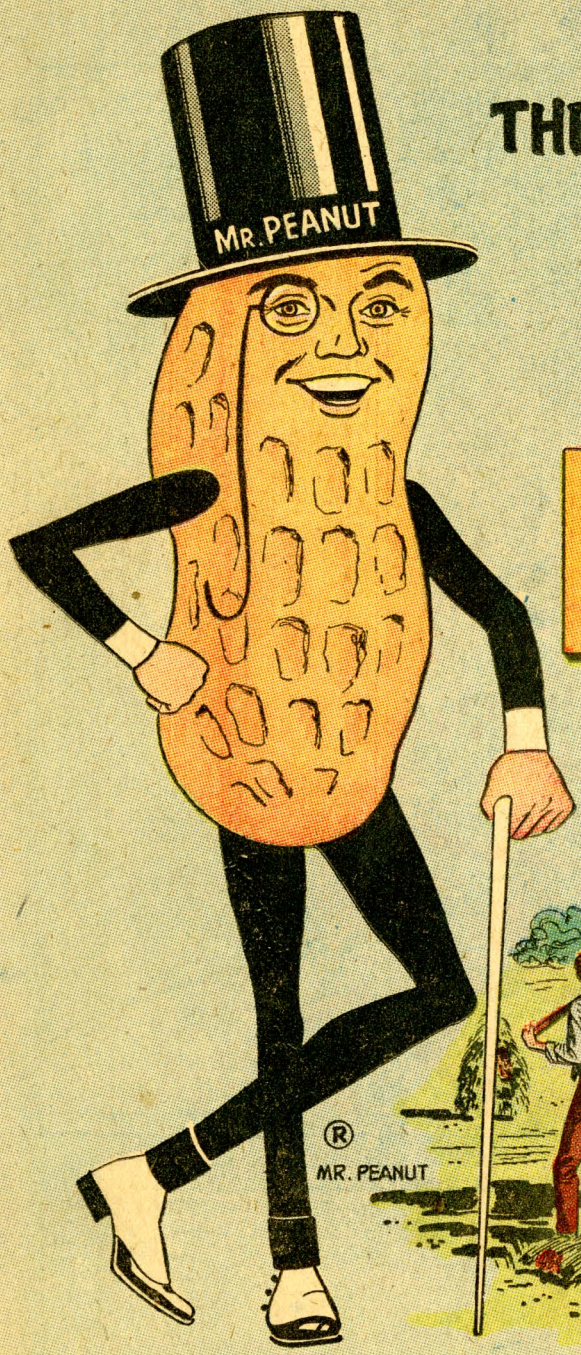
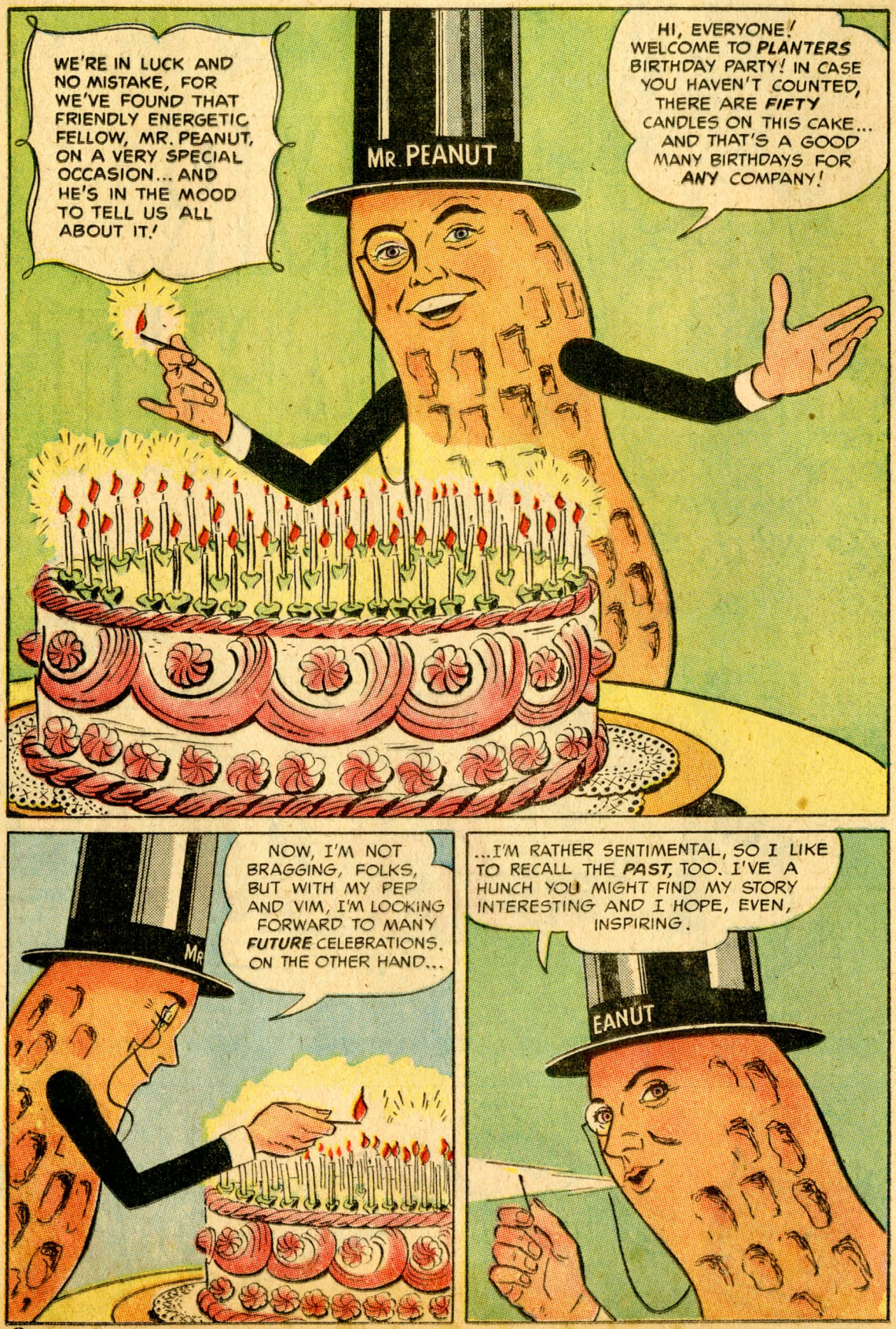
THE PERSONAL STORY of MR. PEANUT



CELEBRATING THE 50th ANNIVERSARY OF THE PLANTERS NUT & CHOCOLATE COMPANY


WE'RE IN LUCK AND NO MISTAKE, FOR WE'VE FOUND THAT FRIENDLY ENERGETIC FELLOW, MR. PEANUT, ON A VERY SPECIAL OCCASION... AND HE'S IN THE MOOD TO TELL US ALL ABOUT IT!
MR. PEANUT
HI, EVERYONE! WELCOME TO PLANTERS BIRTHDAY PARTY! IN CASE YOU HAVEN'T COUNTED, THERE ARE FIFTY CANDLES ON THIS CAKE... AND THAT'S A GOOD MANY BIRTHDAYS FOR ANY COMPANY!
NOW, I'M NOT BRAGGING, FOLKS, BUT WITH MY PEP AND VIM, I'M LOOKING FORWARD TO MANY FUTURE CELEBRATIONS. ON THE OTHER HAND...
...I'M RATHER SENTIMENTAL, SO I LIKE TO RECALL THE PAST, TOO. I'VE A HUNCH YOU MIGHT FIND MY STORY INTERESTING AND I HOPE, EVEN, INSPIRING.

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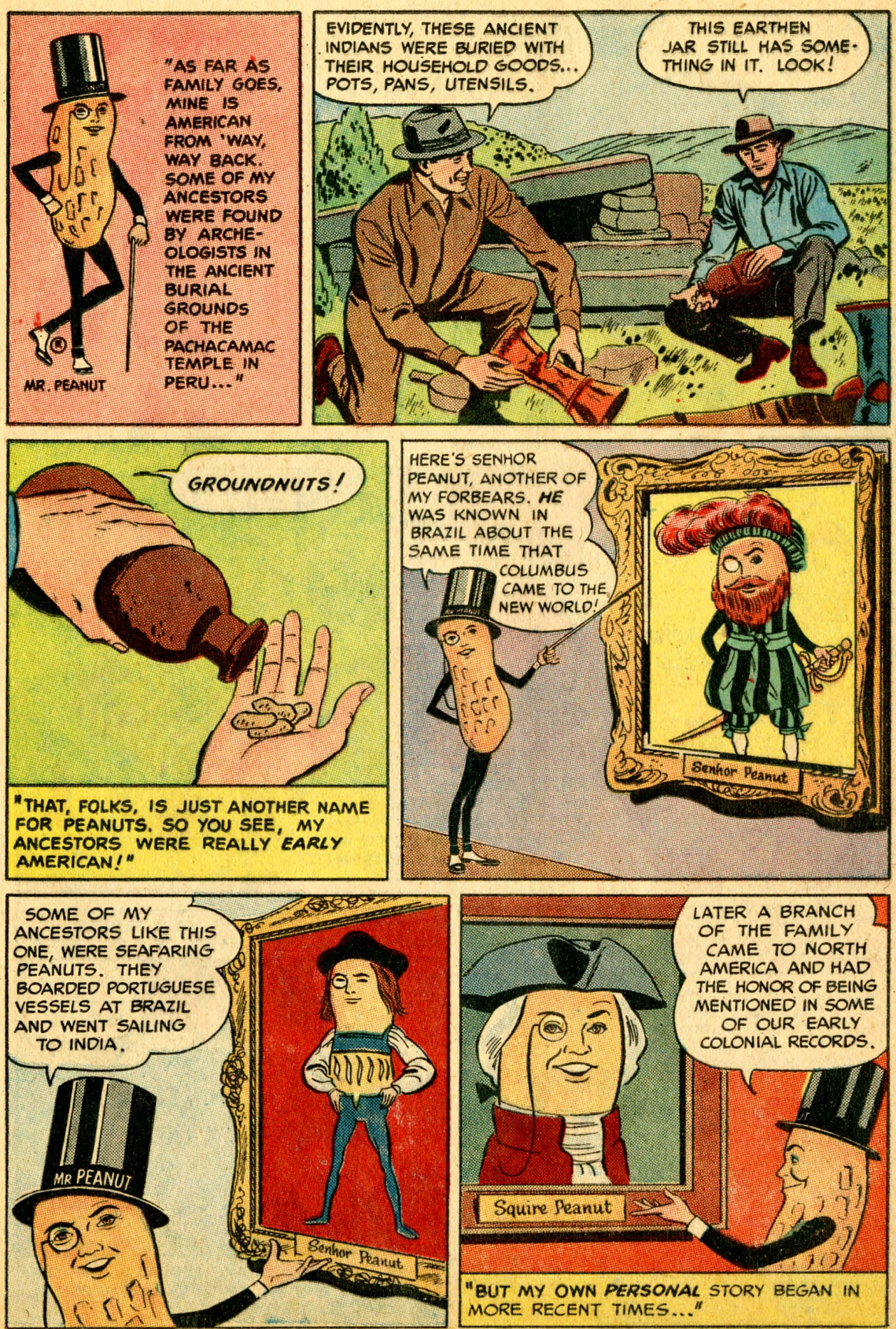

"AS FAR AS FAMILY GOES, MINE IS AMERICAN FROM 'WAY, WAY BACK. SOME OF MY ANCESTORS WERE FOUND BY ARCHEOLOGISTS IN THE ANCIENT BURIAL GROUNDS OF THE PACHACAMAC TEMPLE IN PERU..."
MR. PEANUT
EVIDENTLY, THESE ANCIENT INDIANS WERE BURIED WITH THEIR HOUSEHOLD GOODS... POTS, PANS, UTENSILS.
THIS EARTHEN JAR STILL HAS SOMETHING IN IT. LOOK!
GROUNDNUTS!
"THAT, FOLKS, IS JUST ANOTHER NAME FOR PEANUTS. SO YOU SEE, MY ANCESTORS WERE REALLY EARLY AMERICAN!"
HERE'S SENHOR PEANUT, ANOTHER OF MY FORBEARS. HE WAS KNOWN IN BRAZIL ABOUT THE SAME TIME THAT COLUMBUS CAME TO THE NEW WORLD!
Senhor Peanut
SOME OF MY ANCESTORS LIKE THIS ONE, WERE SEAFARING PEANUTS. THEY BOARDED PORTUGUESE VESSELS AT BRAZIL AND WENT SAILING TO INDIA.
MR PEANUT
Senhor Peanut
LATER A BRANCH OF THE FAMILY CAME TO NORTH AMERICA AND HAD THE HONOR OF BEING MENTIONED IN SOME OF OUR EARLY COLONIAL RECORDS.
Squire Peanut
"BUT MY OWN PERSONAL STORY BEGAN IN MORE RECENT TIMES..."

"YES IT BEGAN WHEN I MET UP WITH A GENTLEMAN NAMED MR. AMEDEO OBICI."

"WHEN HE WAS ONLY ELEVEN, AMEDEO OBICI, A LITTLE ITALIAN IMMIGRANT BOY, CAME TO SCRANTON, PA. THE YEAR WAS 1889."

"HE WENT TO SCHOOL FOR ONLY THREE MONTHS..."

FOR YOUR HOMEWORK, CLASS, YOU WILL DO THESE SUMS.

"THEN, EVEN THOUGH HE WAS VERY YOUNG, HE HAD TO START EARNING A LIVELIHOOD. LATER YEARS FOUND HIM IN WILKES-BARRE IN A CIGAR-FACTORY..."

"AND AFTER THAT, AT A FRUIT STAND, AMEDEO GREW UP TO BE A HARD-WORKING, SELF-SUPPORTING MAN."

THAT LOOKS BEAUTIFUL, AMEDEO. YOU'RE ***PROUD*** OF YOUR WORK, I SEE.

"YES, HE TOOK PRIDE IN HIS JOB, AND A LIVELY INTEREST IN PEOPLE, ESPECIALLY HIS OWN COUNTRYMEN. ONE DAY..."

YOU OUGHT TO TAKE PART IN LOCAL POLITICS, OBICI. YOU COULD HELP BY CALLING ON FOLKS, TALKING TO THEM IN THEIR OWN LANGUAGE, EXPLAINING THE ELECTIONS...

YES, A MAN SHOULD DO THINGS FOR THE GOOD OF HIS COMMUNITY.

"HIS VISITS TOOK HIM TO MANY PLACES, AMONG THEM THE BASEMENT OF A GROCERY."

HOW DO YOU DO, SIR? MY NAME IS AMEDEO OBICI.

AND I AM MARIO PERUZZI.

"THEIR FIRST HANDSHAKE LED TO A LIFELONG FRIENDSHIP AND AN AMAZING PARTNERSHIP... BUT THAT COMES LATER."

"WORKING AND SAVING, OBICI MANAGED TO OBTAIN HIS OWN FRUIT STAND..."

...AND SOME PEARS, PLEASE, AND WHAT ABOUT THOSE PEANUTS? ARE THEY FRESH?

OF COURSE, MRS. DALE. MY PEANUTS ARE *ALWAYS* FRESH!

FRESH FRUITS
AMEDEO OBICI PROP.

"AN OBSERVANT MAN, MR. OBICI! HE SOON SAW THAT WHILE FRUIT MIGHT QUICKLY SOFTEN OR ROT, PEANUTS KEPT THEIR CRUNCH A LONG TIME. SO..."

"HE INVESTED IN A SMALL PEANUT ROASTER, TOO. EVERYONE LIKED HIS WARES..."

HERE'S MY NICKEL, MR. OBICI.

I WANT *TWO* BAGS!

"ALTHOUGH A SIMPLE AND FRIENDLY MAN, OBICI HAD A DREAM OF SUCCESS, A DREAM THAT LED HIM TO BUY A SMALL STORE IN WILKES-BARRE..."

ALL RIGHT, I'VE BOUGHT IT. NOW, HOW WILL I *PAY* THE MORTGAGE ON IT? HOW CAN I MAKE MORE MONEY?

"THAT'S A QUESTION A GOOD MANY PEOPLE ASK. BUT AMEDEO OBICI FOUND AN ANSWER..."

MY ROASTED PEANUTS ARE VERY POPULAR. MAYBE... IF I WORK HARDER... I COULD SELL THEM TO OTHER SHOPKEEPERS AROUND HERE...

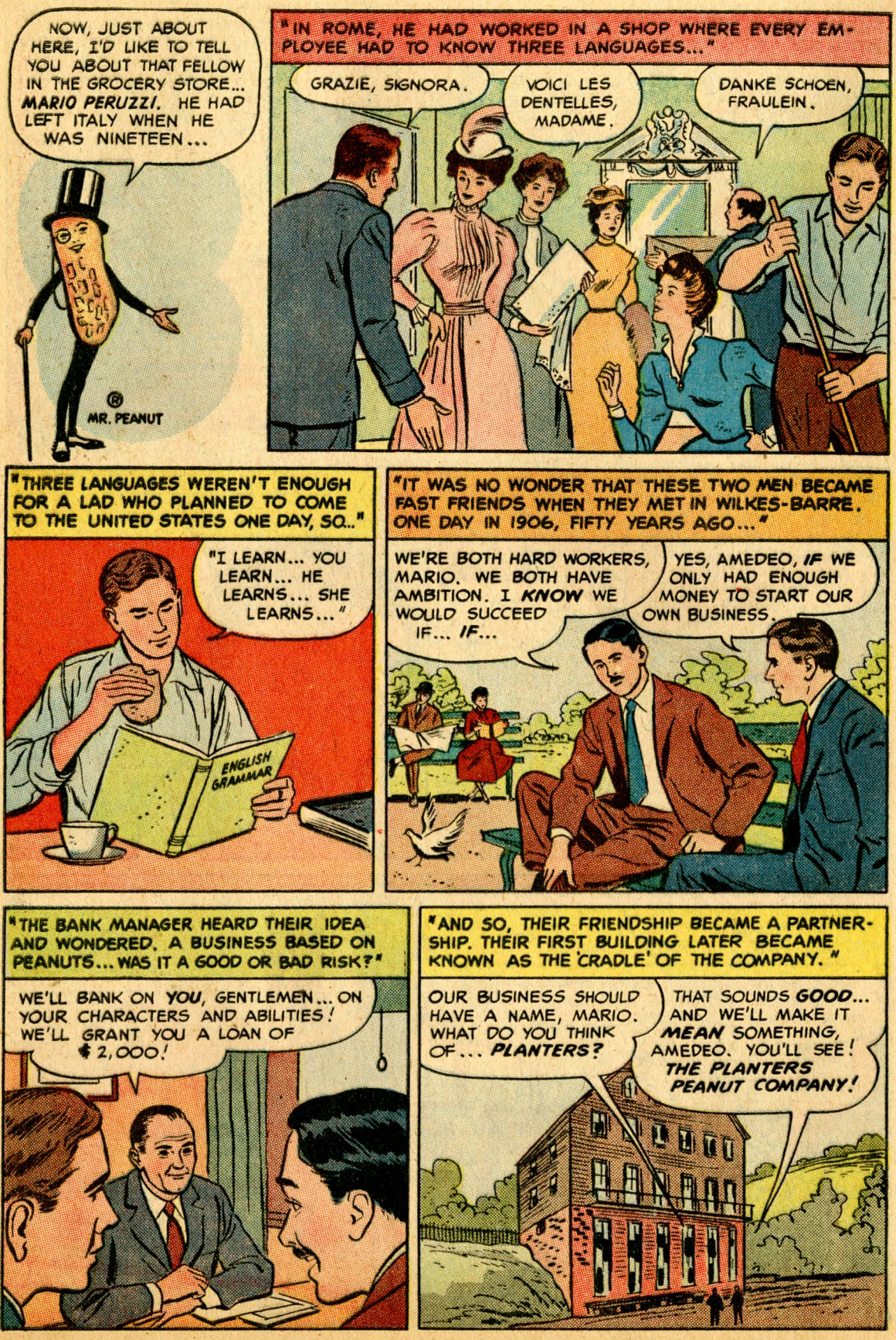
"WHEN OBICI HAD A GOOD IDEA, HE BELIEVED IN ACTING ON IT. SOON, THE ENTIRE COUNTRYSIDE WAS WELCOMING 'THE PEANUT SPECIALIST' AND OLD DICK, HIS FAITHFUL HORSE."

LOOK, MAMA, IT'S THE PEANUT MAN!

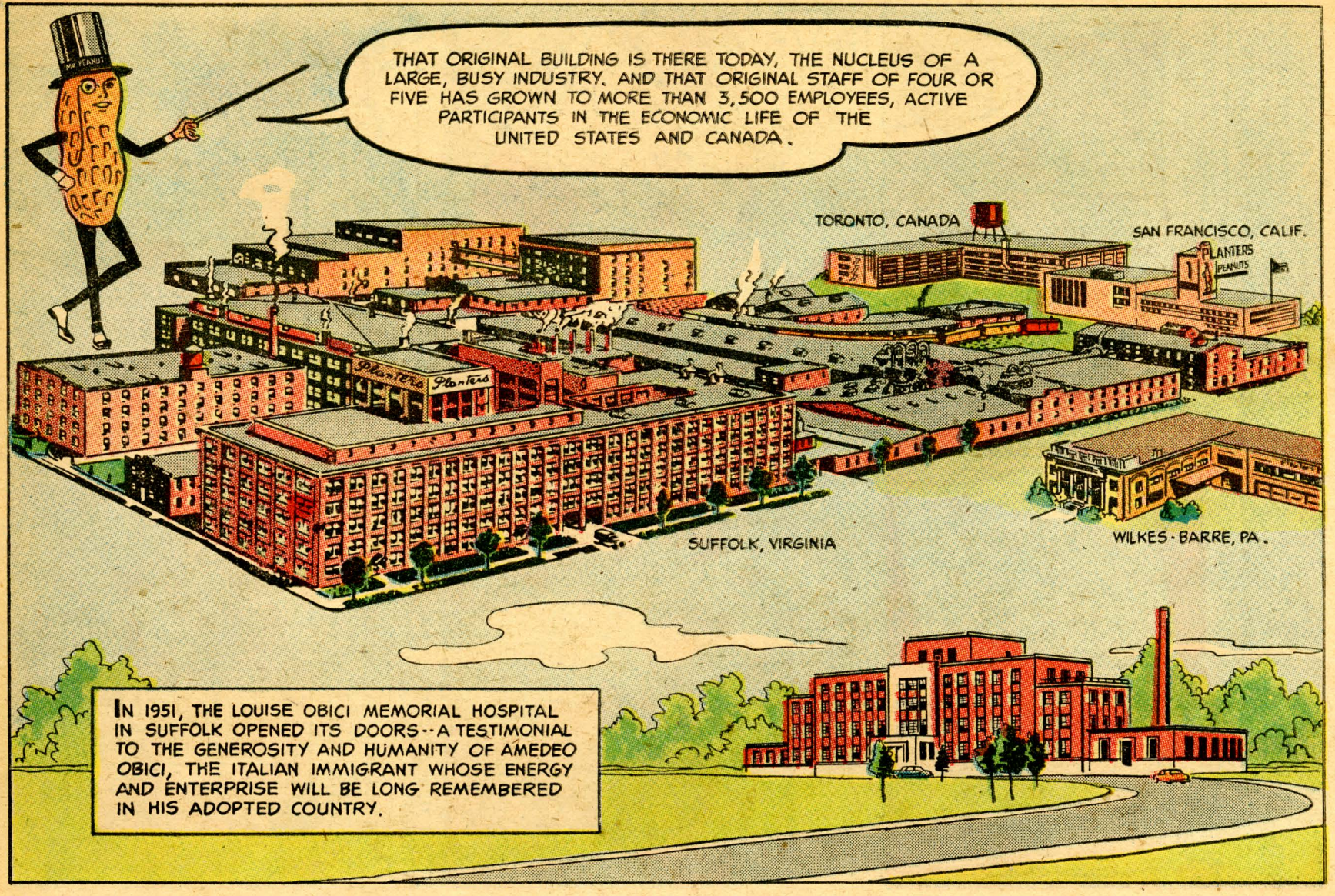
GOOD MORNING, MR. OBICI!

HELLO THERE! HOW'S THE PEANUT BUSINESS COMING ALONG?

"EVERYONE LIKED BOTH THE MAN AND THE DELICIOUS PRODUCT HE SOLD. THEY WERE BOTH SORT OF LOCAL FAVORITES, YOU MIGHT SAY."

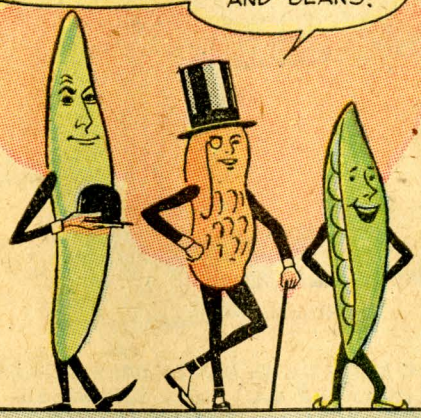

NOW, JUST ABOUT HERE, I'D LIKE TO TELL YOU ABOUT THAT FELLOW IN THE GROCERY STORE... MARIO PERUZZI. HE HAD LEFT ITALY WHEN HE WAS NINETEEN...
MR. PEANUT
"IN ROME, HE HAD WORKED IN A SHOP WHERE EVERY EMPLOYEE HAD TO KNOW THREE LANGUAGES..."
GRAZIE, SIGNORA.
VOICI LES DENTELLES, MADAME.
DANKE SCHOEN, FRAULEIN.
"THREE LANGUAGES WEREN'T ENOUGH FOR A LAD WHO PLANNED TO COME TO THE UNITED STATES ONE DAY, SO..."
"I LEARN... YOU LEARN... HE LEARNS... SHE LEARNS..."
ENGLISH GRAMMAR
"IT WAS NO WONDER THAT THESE TWO MEN BECAME FAST FRIENDS WHEN THEY MET IN WILKES-BARRE. ONE DAY IN 1906, FIFTY YEARS AGO..."
WE'RE BOTH HARD WORKERS, MARIO. WE BOTH HAVE AMBITION. I KNOW WE WOULD SUCCEED IF... IF...
YES, AMEDEO, IF WE ONLY HAD ENOUGH MONEY TO START OUR OWN BUSINESS.
"THE BANK MANAGER HEARD THEIR IDEA AND WONDERED, A BUSINESS BASED ON PEANUTS... WAS IT A GOOD OR BAD RISK?"
WE'LL BANK ON YOU, GENTLEMEN... ON YOUR CHARACTERS AND ABILITIES! WE'LL GRANT YOU A LOAN OF $2,000!
"AND SO, THEIR FRIENDSHIP BECAME A PARTNERSHIP. THEIR FIRST BUILDING LATER BECAME KNOWN AS THE 'CRADLE' OF THE COMPANY."
OUR BUSINESS SHOULD HAVE A NAME, MARIO. WHAT DO YOU THINK OF... PLANTERS?
THAT SOUNDS GOOD... AND WE'LL MAKE IT MEAN SOMETHING, AMEDEO. YOU'LL SEE! THE PLANTERS PEANUT COMPANY!

MR. PEANUT
THE FOUNDERS OF PLANTERS PEANUT COMPANY HAD LITTLE TO START WITH. HERE'S A LIST OF ALL THEY HAD TO BEGIN WITH...
ASSETS
2 MULES
1 HORSE
4 OR 5 EMPLOYEES
1 BUILDING
"BUT THEY HAD SOME OTHER THINGS, TOO... THEIR OWN FAITH AND A DARING NEW CONCEPT FOR MERCHANDISING BLANCHED WHOLE SALTED PEANUTS IN BRANDED PACKAGES."
WELL, MARIO, WHAT DO YOU SAY? ARE THE SALTED PEANUTS GOOD?
GOOD? IT'S HARD TO STOP EATING THEM!
"EVER SINCE, MOST PEOPLE HAVE FELT EXACTLY THE SAME WAY..."
A BAG OF PLANTERS, PLEASE!
I'D LIKE SOME MORE OF THOSE PLANTERS PEANUTS!
TWO BAGS, PLEASE!
Planters Peanuts
PLANTERS SALTED PEANUTS
"PLAIN THINKING DIRECTED THE ACTION OF THE PARTNERS. IN THEIR WILKES-BARRE OFFICE..."
AFTER ALL, OUR PEANUTS ARE GROWN IN THE SOUTH, MARIO...
IT'S A MATTER OF COMMON SENSE. THAT'S WHERE OUR MANUFACTURING PLANT SHOULD BE!
AND ONCE AGAIN, THEY HAD TO BORROW MONEY... THIS TIME, TO BUY THAT FIRST SMALL FACTORY IN SUFFOLK, VIRGINIA. HERE'S HOW IT LOOKED...
MR. PEANUT


MR PEANUT
THAT ORIGINAL BUILDING IS THERE TODAY, THE NUCLEUS OF A LARGE, BUSY INDUSTRY. AND THAT ORIGINAL STAFF OF FOUR OR FIVE HAS GROWN TO MORE THAN 3,500 EMPLOYEES, ACTIVE PARTICIPANTS IN THE ECONOMIC LIFE OF THE UNITED STATES AND CANADA.
TORONTO, CANADA
SAN FRANCISCO, CALIF.
PLANTERS PEANUTS
Planters
SUFFOLK, VIRGINIA
WILKES-BARRE, PA.
IN 1951, THE LOUISE OBICI MEMORIAL HOSPITAL IN SUFFOLK OPENED ITS DOORS--A TESTIMONIAL TO THE GENEROSITY AND HUMANITY OF AMEDEO OBICI, THE ITALIAN IMMIGRANT WHOSE ENERGY AND ENTERPRISE WILL BE LONG REMEMBERED IN HIS ADOPTED COUNTRY.

"JUST WHAT *IS* A PEANUT, ANYWAY?

WELL, TO BEGIN, A PEANUT IS NOT A NUT, AT ALL! I BELONG TO THE VEGETABLE FAMILY, POD-BEARING PLANTS LIKE MY RELATIVES, PEAS AND BEANS.



"WE'RE GROWN THE WORLD OVER AND KNOWN BY MANY NAMES..."

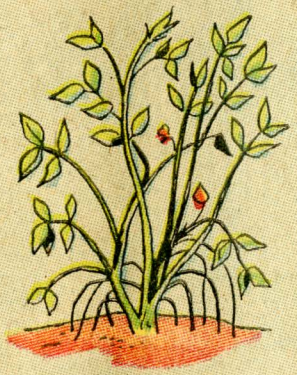
GROUNDNUTS, EARTHNUTS, GOOBERS, MANILLA NUTS, PISTACHES DE TERRE

"BUT THE BEST AND BIGGEST PEANUTS GROW IN THE WARM, SANDY SOIL OF VIRGINIA. FIELDS LIKE THIS ARE PLANTED IN MAY."

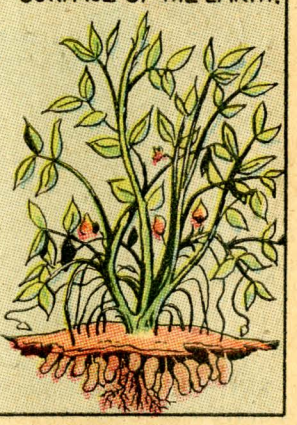
"GROWING INTO A STRAGGLY VINE...

... THE PLANT BEARS SMALL FLOWERS. AS THE FLOWERS FADE AND FALL...

... THE STEM DROOPS, THRUSTING THE EMBRYO INTO THE GROUND...



...SO THAT THE PODS ACTUALLY DEVELOP AND GROW ***UNDER*** THE SURFACE OF THE EARTH."

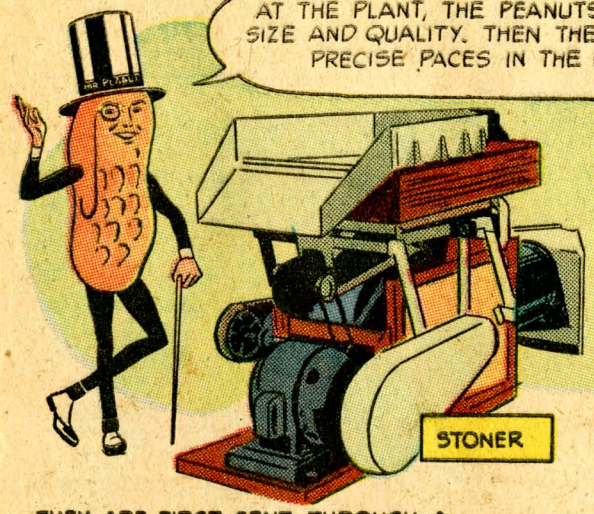


"IN THE FALL, THE PEANUTS ARE DUG, THE SOIL SHAKEN OFF, AND THE VINES SHOCKED FOR CURING. AT FIRST, THE PODS AND KERNELS ARE SOFT..."

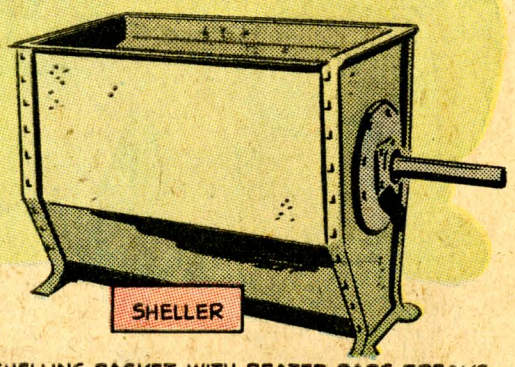
"...BUT DURING THE CURING PROCESS, THEY DRY AND HARDEN INTO CRISP SHELLS WITH FIRM NUTMEATS INSIDE."

"INSPECTORS FROM THE ***PLANTERS*** COMPANY EXAMINE THE PEANUTS..."

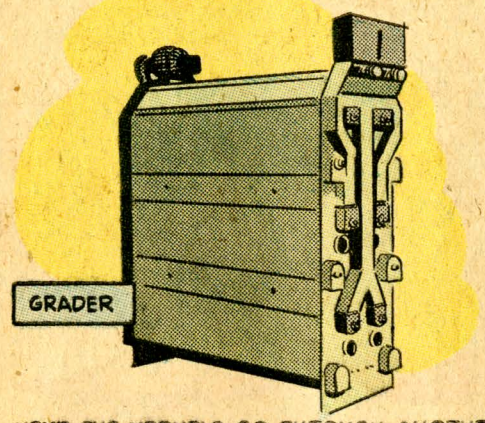
AT THE PLANT, THE PEANUTS ARE INSPECTED AGAIN FOR SIZE AND QUALITY. THEN THEY ARE PUT THROUGH PLANTERS PRECISE PACES IN THE FOLLOWING FASHION...



THEY ARE FIRST SENT THROUGH A REEL WHICH CLEANS THEM, THEN TO A 'STONER' WHICH REMOVES STONES...

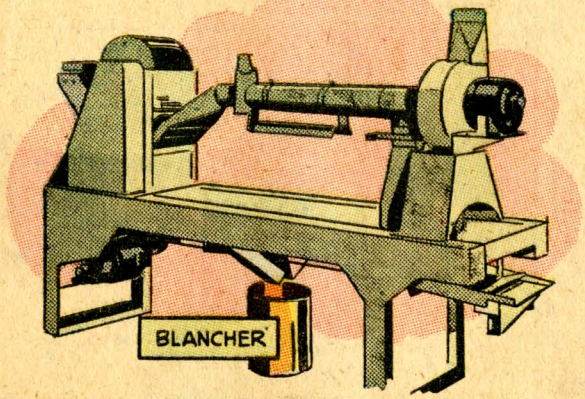


A SHELLING BASKET WITH BEATER BARS BREAKS THE SHELLS. OTHER MACHINERY SEPARATES THE SHELLS FROM THE *PEANUT* KERNELS...



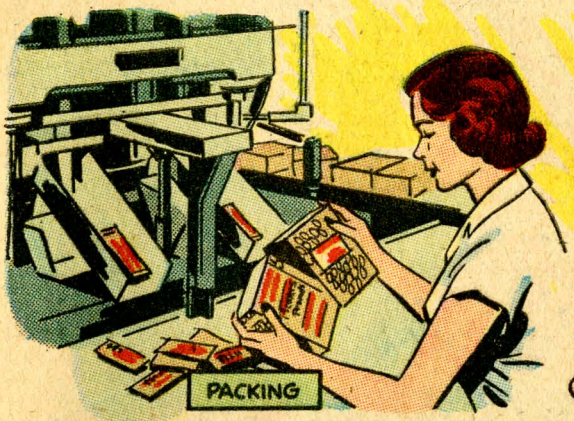
NEXT THE KERNELS GO THROUGH ANOTHER SEPARATOR WHICH REMOVES FOREIGN PARTICLES, THEN THROUGH A GRADING MACHINE...

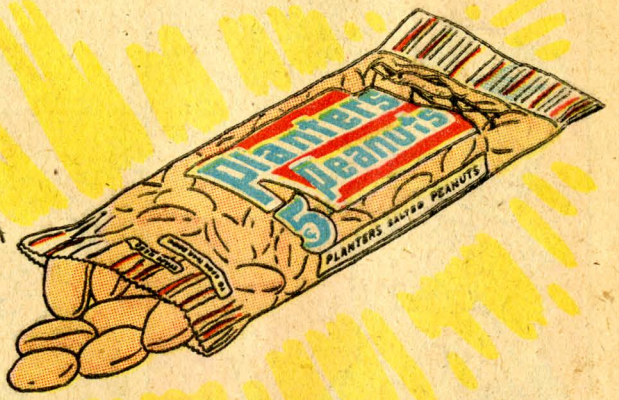
FINALLY, THE EXPERT HANDS OF WOMEN OPERATORS CHOOSE THE FINEST OF THE CROP FOR USE IN PLANTERS PRODUCTS...



THESE RAW PEANUTS ARE GRADED INTO SIZES, EACH SIZE FOR A PARTICULAR PRODUCT. THE ONES CHOSEN TO BECOME "COCKTAIL PEANUTS" ARE LIGHTLY ROASTED TO REMOVE MOISTURE, THEN THEY ARE 'BLANCHED' --THAT IS, THEIR RED SKINS ARE REMOVED BY...

...DELICATE PRECISION MACHINERY. THE BLANCHED KERNELS GO INTO COOKING VATS ALONG WITH PLANTERS SPECIAL OILS, AND ARE ROASTED A GOLDEN YELLOW. COOLED AND SALTED, THEY ARE READY TO BE VACUUM-PACKED IN CANS.



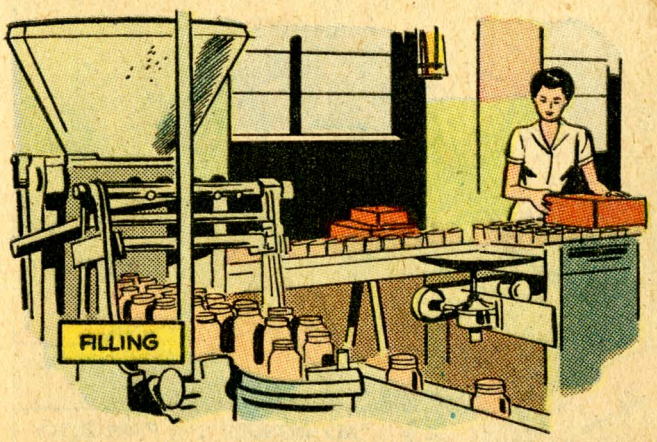


IF THE PEANUTS ARE HEADED FOR THOSE POPULAR FIVE-CENT BAGS, THEY ARE PACKAGED BY MACHINERY THAT IS ALMOST MAGICAL. AUTOMATICALLY MEASURED, THE ROASTED, SALTED PEANUTS PASS THRU TUBES INTO CELLOPHANE BAGS WHICH ARE...

...FORMED MECHANICALLY IN ONE CONTINUOUS OPERATION. THE BAGS ARE THEN PACKED IN WAXED BOXES, WHICH ARE FURTHER PROTECTED WITH A MOISTURE-PROOF PAPER OVER-WRAP, AND X-RAY INSPECTED FOR PURITY. THEY ARE THEN READY FOR SHIPMENT.

REMARKABLE SKILL ALSO GOES INTO THE MAKING OF THE JUMBO BLOCK PEANUT BAR. HOT ROASTED PEANUTS, CORN SYRUP, SUGAR AND SALT ARE BLENDED IN OPEN COPPER KETTLES. AT THE RIGHT TEMPERATURE, THIS DELICIOUS MIXTURE IS...

...HAND-ROLLED INTO SHEETS ON MARBLE SURFACES, THEN CUT INTO BLOCKS AND COOLED. AUTOMATICALLY WRAPPED, THE BARS ARE THEN PACKAGED AND PREPARED FOR SHIPMENT IN MUCH THE SAME MANNER AS THE 5¢ BAGS.



ANOTHER DELICIOUS, HEALTHFUL PRODUCT MADE BY **PLANTERS** IS PEANUT BUTTER. ROASTED, BLANCHED PEANUTS ARE CRUSHED IN SPECIAL MACHINES...

SALT IS ADDED, THE MIXTURE IS COOLED AND PUMPED TO THE 'FILLING STATION' WHERE IT IS SPOUTED INTO JARS WHICH ARE CAPPED, LABELED AND PACKED AUTOMATICALLY.

MR. PEANUT
...THEY'RE ALL TRULY HEALTHFUL AND NOURISHING. YOU SEE, PEANUTS ARE A RICH SOURCE OF VITAMIN B¹ OR THIAMINE.
WHAT AN ENJOYABLE WAY TO GET YOUR DAILY RATION OF THIS ESSENTIAL VITAMIN!
Planters Peanuts
PLANTERS
Planters Peanut Butter
Planters Cocktail Peanuts
Planters Jumbo Block Peanut Candy 5¢
"VITAMIN B¹ IS NECESSARY IN THE DAILY DIET. IT IS VITAL TO THE GROWTH OF YOUNGSTERS..."
"VITAMIN B¹ ALSO HELPS TO MAINTAIN NORMAL APPETITES..."
MAY I HAVE SOME MORE MILK, DAD?
I'D LIKE SOME, TOO.
"PLANTERS PEANUTS ARE A SOURCE OF QUICK ENERGY AND BODY-BUILDING PROTEIN."
"NO WONDER I'M PROUD TO BE ASSOCIATED WITH PLANTERS! BY THE WAY, WOULD YOU LIKE TO KNOW HOW I GOT INTO THIS ACT?"

"IT WAS BACK IN 1916 WHEN I FIRST JOINED UP WITH *PLANTERS*..."

DON'T YOU THINK OUR COMPANY SHOULD HAVE A *SYMBOL*, MARIO? SOMETHING TO EXPRESS THE FRIENDLY PERSONALITY OF *PLANTERS*?

YES, AMEDEO, I DO... BUT IT MAY BE HARD TO FIND. LET'S HAVE A CONTEST TO FIND A GOOD TRADE-MARK.

"WELL, I WASN'T EXACTLY *FOUND*! I WAS CREATED BY AN ENTRANT IN THE **PLANTERS** CONTEST, A 14-YEAR-OLD BOY IN A SUFFOLK SCHOOL..."

THIS IS IT... HE'S AN ARISTOCRAT, BUT HE'S FRIENDLY AS WELL!

NOW, IF I JUST MADE A FEW CHANGES... HMMM!

"AT MR. PERUZZI'S SUGGESTION, THE FINAL TOUCHES WERE ADDED BY AN ARTIST, AND THERE I WAS... MR. PEANUT, AT YOUR SERVICE!"

"AND WHAT HAVE I BEEN DOING ALL THESE YEARS? WHY, BRINGING PLEASURE AND PEP TO FOLKS WHEREVER THEY ARE! I'M FULL OF ENERGY AND I GET AROUND..."

FOR A PRETTY GIRL, BARBARA, YOU SURE ARE *SMART*!

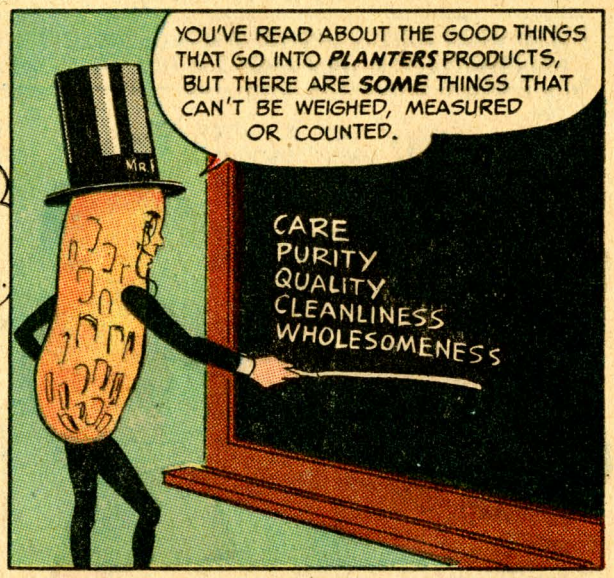
PLANTERS Cocktail PEANUTS

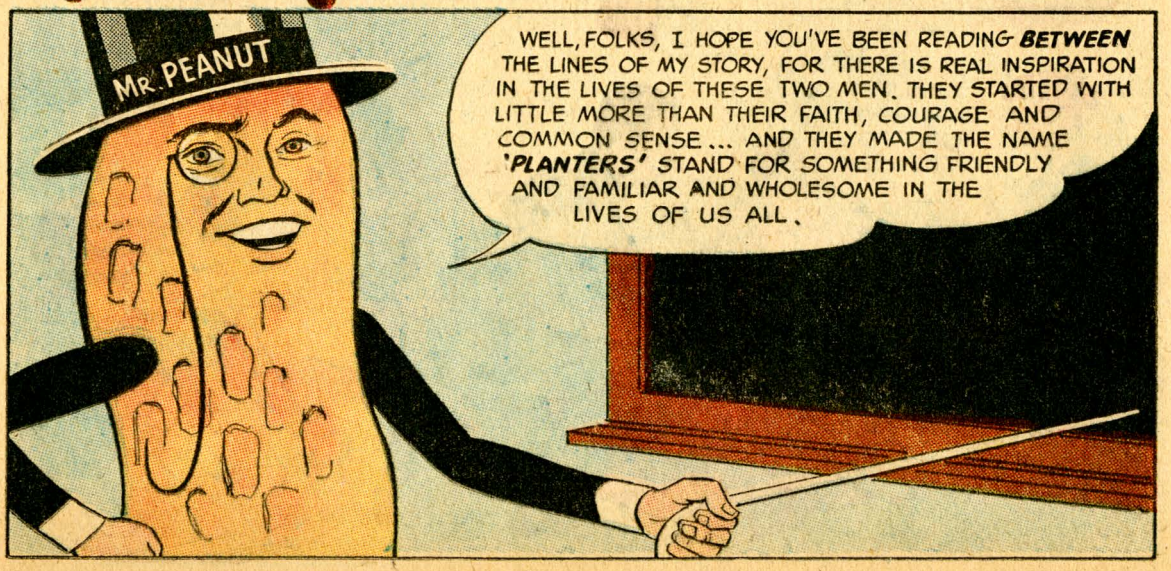
TWO MORE CONFERENCES AND A SALES MEETING! I'D BETTER GET SOME EXTRA ENERGY!

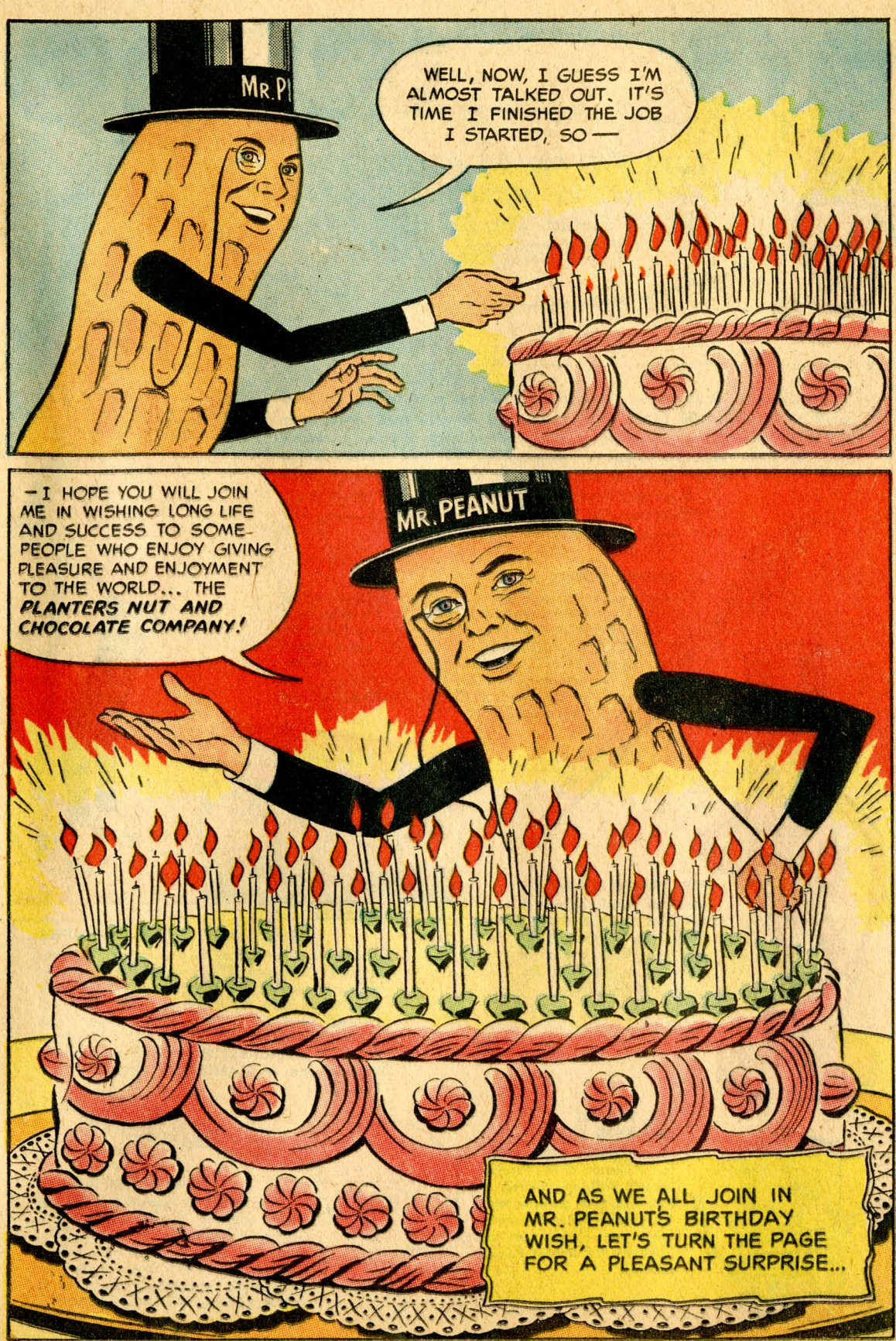
GOT ANY MORE PEANUT BUTTER SANDWICHES, MOM? BOY, THEY'RE GOOD!

GOSH, WILLIE, I GUESS YOU *DO* LIKE ME A LOT. THANKS!

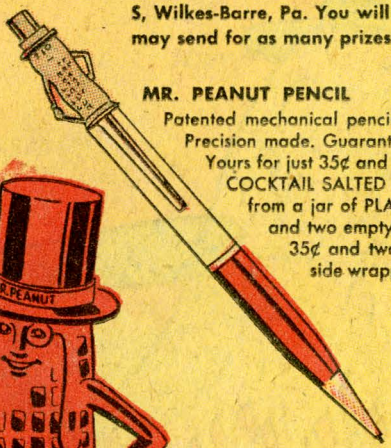
"I'M PRETTY MUCH OF A WORLD TRAVELER, SO I CAN TELL YOU THAT *PLANTERS* PEANUTS ARE ENJOYED IN MANY A FAR-OFF LAND..."


YOU'VE READ ABOUT THE GOOD THINGS THAT GO INTO **PLANTERS** PRODUCTS, BUT THERE ARE **SOME** THINGS THAT CAN'T BE WEIGHED, MEASURED OR COUNTED.
CARE
PURITY
QUALITY
CLEANLINESS
WHOLESOMENESS


MR. PEANUT
WELL, FOLKS, I HOPE YOU'VE BEEN READING **BETWEEN** THE LINES OF MY STORY, FOR THERE IS REAL INSPIRATION IN THE LIVES OF THESE TWO MEN. THEY STARTED WITH LITTLE MORE THAN THEIR FAITH, COURAGE AND COMMON SENSE... AND THEY MADE THE NAME **'PLANTERS'** STAND FOR SOMETHING FRIENDLY AND FAMILIAR AND WHOLESOME IN THE LIVES OF US ALL.

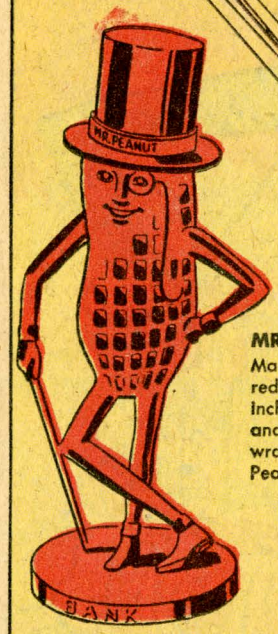

MR. P
WELL, NOW, I GUESS I'M ALMOST TALKED OUT. IT'S TIME I FINISHED THE JOB I STARTED, SO —
MR. PEANUT
— I HOPE YOU WILL JOIN ME IN WISHING LONG LIFE AND SUCCESS TO SOME-PEOPLE WHO ENJOY GIVING PLEASURE AND ENJOYMENT TO THE WORLD... THE PLANTERS NUT AND CHOCOLATE COMPANY!
AND AS WE ALL JOIN IN MR. PEANUT'S BIRTHDAY WISH, LET'S TURN THE PAGE FOR A PLEASANT SURPRISE...

"It may seem hard to believe that you can obtain prizes for eating delicious, good-for-you PLANTERS PEANUTS — but it's true! All you need do is save PLANTERS five-cent bags . . . coupons from the Blue Vacuum Cans . . . labels from PLANTERS Peanut Butter jars . . . or wrappers from the PLANTERS Jumbo Block candy bar. These wrappers, labels, etc., will be redeemed for prizes shown below. Simply send to Planters Peanuts, Dept. S, Wilkes-Barre, Pa. You will receive your prizes promptly. You may send for as many prizes as you wish!"



MR. PEANUT PENCIL

Patented mechanical pencil shows Mr. Peanut perched on top. Precision made. Guaranteed against defects. 5½ inches long. Yours for just 35¢ and one coupon from a can of PLANTERS COCKTAIL SALTED PEANUTS . . . or 35¢ and one label from a jar of PLANTERS PEANUT BUTTER . . . or 35¢ and two empty 5¢ PLANTERS PEANUT bags . . . or 35¢ and two 5¢ PLANTERS JUMBO BLOCK outside wrappers.

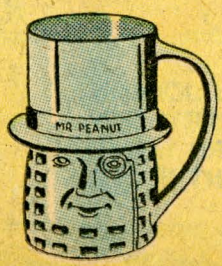


MR. PEANUT BANK

Made of colorful plastic in red, blue, green or tan. 8½ inches high. Yours for just 25¢ and label, bags, coupon or wrappers as listed for Mr. Peanut Pencil (above).

PAINT BOOK OF U.S. PRESIDENTS

Stories and pictures of all the presidents from Washington to Eisenhower. 32 big pages—size 7½ x 10½ inches—66 pictures for you to color! Entertaining and educational. Yours for just 15 empty 5¢ PLANTERS PEANUT bags . . . or 15 outside wrappers from PLANTERS JUMBO BLOCK . . . or 3 labels from PLANTERS PEANUT BUTTER . . . or 3 coupons from Vacuum Cans of PLANTERS COCKTAIL SALTED PEANUTS.



MR. PEANUT DRINKING CUP

Novelty plastic drinking cup in the likeness of Mr. Peanut himself! Brilliantly colored in red, blue, pink, green or tan. Yours for just 25¢ and coupon, label, bags or wrappers as listed for Mr. Peanut Pencil (above).

GOLDEN NUT SERVER

You'll want one for yourself or to give to mother and dad! This attractive server is 24-carat gold-plated, 5-3/16 inches long, finished to perfection—bearing a replica of Mr. Peanut himself. You can get it for 25¢ and one coupon from a Vacuum Can of PLANTERS COCKTAIL SALTED PEANUTS.

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